

**FEATURE RICH ADVERTISEMENTS INCLUDING CONSUMER REQUESTS FOR
ADDITIONAL INFORMATION**

ABSTRACT OF THE DISCLOSURE

According to one embodiment, a feature rich advertisement, such as a banner advertisement, provides consumers with a mechanism for finding, requesting or authorizing the sending of additional information related to the products or services advertised. For example, the advertisement can allow a consumer to request an e-mail including the information pertaining to the advertised products or services. Additionally, the consumer can request e-mail be forwarded to friends or other acquaintances. The consumer can also request additional information be directed toward his or her browser, including, for example, some or all information related to the promotion of the advertisement, additional information on promotional offerings, products or services from the provider of the advertisement, the advertiser, a partnering company of the same, or the like.

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